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International Business School

LAW AND MANAGEMENT OF INTELLECTUAL PROPERTY

SBSD 2043 – 02

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GROUP: 1

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INTRODUCTION

Quotes Publisher is a Malaysia worldwide publishing house of fiction and non-fiction where located in Petaling Jaya city. The company was founded in 1 May 2008 by **six authors who are Arman Hafiz, Lian Tat Xian, Anis Iryany, Ameera Nabihah, Aqilah, and Batrisya.**

Quotes Publisher published a lot of famous fictions including Anna Karenina, Madame Bovary, The Great Gatsby and so on. One of the fictions, ***“The Jungle Book”*** was published by Quotes Publisher in year 2015, is selected by Dr. Movie Production with intention to rearrange it and publish in the form of movie.

However, Quotes Publisher intends to retain the ownership of the copyright of ***“The Jungle Book”***, Quotes Publisher, therefore will license non-exclusive right of ***“The Jungle Book”*** to Dr. Movie Production with 3 years duration of the license. Besides, Dr. Movie Production is the only party own the right for literary work and Quotes Publisher will not grant the right of ***“The Jungle Book”*** to any other party.

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- iii. Quotes Publisher controls the defence and settlement of that claim
- iv. Dr Movie Production fully cooperates with Quotes Publisher in connection with its defence and settlement of that claim

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OWNER

QUOTES PUBLISHER

The Jungle Book by Rudyard Kipling, Quotes Publisher

DATE: 1 FEBRUARY 2020

LICENSEE/USER

Movie Production

Dr. Movie Production

DATE: 1 FEBRUARY 2020

GROUP REFLECTION

In this semester, the courses to be taken are subject Law and Management of Intellectual Property with course code SBSB 2043 section 02 under Dr. Hakimah Muhammad Zin. In this course is about concept of Intellectual Property (IP) Law which form protection Intellectual Property and utilizing the rights secured by invention. What we have learnt in this course, this course focus on 4 types of Intellectual Property which is Copyright, Trademarks, Patents and Trade Secret. This subject also taught us to understand about function, act, and prohibited use in any Intellectual Property. In this subject we can learn and understand how owner can take an action if someone uses their idea and their own work. Besides that, our lecturer also gives us an assessment which is can relate with current situation for example cases Yusof Haslam vs Elias Idris. Last but not least, I would like to say Thank You to Dr Hakimah because teach us this subject and give us an understanding about Law and Management of Intellectual Property.

REFERENCES

- <https://www.pandadoc.com/copyright-license-agreement-template/>
- <http://www.myipo.gov.my/en/copyright-licensing-body/?lang=en>
- Slide Powerpoint Copyright Law